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Dated: December 31, 2001

Signature:

Shelley White
(Shelley White)

Docket No.: 58569/P001US/10007125
(PATENT)

#32/G
mmVE
1-24-02



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Rodney L. Dockery, et al.

Application No.: 08/813,852

Group Art Unit: 2167

Filed: March 7, 1997

Examiner: F. Bartuska

For: SYSTEM AND METHOD FOR PROMOTING STORES AND PRODUCTS

Box AF

Commissioner for Patents
Washington, DC 20231

AMENDMENT UNDER 37 CFR 1.116

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Technology Center 2100

Dear Sir:

In response to the Office Action dated July 30, 2001 (Paper No. 30), Applicants respectfully request that the Examiner reconsider the application in view of the amendments and comments set forth below.

In the Claims

All currently pending claims, whether amended or unchanged, are listed below for the convenience of the Examiner.

1. A method for promoting sales of a product carried in a store, the method comprising the steps of:

collecting information about the product, the collected information pertaining to practical uses or advantages of the product;

preparing a publication that includes a feature article that incorporates within the feature article the collected information and that also specifically references a brand of the product;

including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; and

displaying the publication for appropriation by customers at the store.

2. Canceled.